

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



200

1938,

LITERARY  
RECEIVED



U. S. Department of Agriculture

X

**COOLIDGE**

---

---

# SPRING PAGEANTRY

With the return of Spring, the whole world breaks into glorious bloom; faintly at first the blushing buds of flowering trees; the punctual bulbs push through the earth with their golden smile; and then—the riotous splendor of Azalea time. Truly, one could not imagine a more inspiring and beautiful sight than these evergreen Kurume Azaleas in their myriad types and color variations. Too, they are unsurpassed in diversity and adaptability, and seem to offer just the right solution to our love and need of color.

For pot plants they are unexcelled, and offer an altogether charming and different note to the house and patio. In the garden, where they may enjoy a filtered sunlight, such as that afforded by spreading trees, one may revel in great sweeps of color, delicate or resplendent as the desire may dictate. Their blossoms are perfect for cutting, as they will last for two long weeks in water. Use them for leis, favors, corsages, or, simply heap them in low bowls where you may enjoy their dainty freshness and color.

Our Azalea Festival continues from February through April, rivaling the display of the world-famous Azalea Gardens of the Old South.

You will enjoy our Oriental Garden, with its surrounding acres of singing color. Give your friends a real treat and bring them along.

## "specializing the unusual"

AMERATSU	.	.	.	.	.	single	Large brilliant red of great beauty.
AMERICAN BEAUTY	:	:	:	:	:	single	Glowing cerise.
ALGERIA	:	:	:	:	:	single	Large pansy-red.
APPLE BLOSSOM	:	:	:	:	:	single	And just what the name implies.
AVALANCHE	:	:	:	:	:	single	Large snowy white.
BELLS OF ARCADY	:	:	:	:	:	single	Large soft pink. Open habit of growth.
CANDLE LIGHT	:	:	:	:	:	single	Soft honey color. Charming and distinctive.
CORALIE	:	:	:	:	:	double	Glowing coral. New and very lovely.
CRABAPPLE	:	:	:	:	:	double	Exquisite blossoms suggesting their namesake.
DARLING OF THE GODS	:	:	:	:	:	single	Large orchid-pink. A stunning type.
DARK SPRING	:	:	:	:	:	single	Large and a glowing violet. Fine.
FIERY CREST	:	:	:	:	:	single	Flame coral of a different hue.
FIREBIRD	:	:	:	:	:	double	Valiant red, very gay and erect in habit.
FLAMBOYANT	:	:	:	:	:	single	Small dark luscious pansy-purple.
FLAMINGO	:	:	:	:	:	double	Brilliant coral, of rare beauty.
HER MAJESTY	:	:	:	:	:	single	Very large, royal pansy-purple.
LANTERN PARADE	:	:	:	:	:	single	Large and luminous, deep orchid.
LAUGHING WATER	:	:	:	:	:	single	Very large pure white.
MUEZZIN	:	:	:	:	:	double	Deep salmon pink. Very lovely.
PAGEANTRY	:	:	:	:	:	single	Large dusty violet, of spreading habit.
PAGODA	:	:	:	:	:	single	Large lilac-pink, of unusual form.
PALE MOONLIGHT	:	:	:	:	:	single	Ledifolia. Largest of the light lavender flowers.
PINK BEAUTY	:	:	:	:	:	double	Light pink with dark center.
PINK WINDOWS	:	:	:	:	:	single	Glowing iridescent pink. Lovely.
PITTI-SING	:	:	:	:	:	single	Small blossoms of softest lilac.
RED LUSTRE	:	:	:	:	:	single	Nothing finer, a small brilliant red.
ROMANCE	:	:	:	:	:	double	A glowing pink, of rather prostrate habit.
SALMON TUFTS	:	:	:	:	:	single	Salmon. Flowers borne in large clusters.
SANTOI	:	:	:	:	:	single	White with flesh margin. Adorable.
SERAPHIM	:	:	:	:	:	double	Candy-pink, shading lighter. Simply angelic.
SHIMMER	:	:	:	:	:	single	One of the loveliest sea-shell pinks.
SINGING FOUNTAIN	:	:	:	:	:	single	Appleblossom type of deeper color.
SNOW BIRD	:	:	:	:	:	single	Very large white, of artistic open form.
SNOW DRIFT	:	:	:	:	:	double	Snowy white flowers completely cover plant.
SPINDRIFT	:	:	:	:	:	double	Glistening white, of medium size.
TORCH	:	:	:	:	:	single	And a flaming beauty.
VANESSA	:	:	:	:	:	single	One of the best. Dark orchid.
WHITE APRIL	:	:	:	:	:	single	A very large pure white. Interesting foliage.
							And many, many others.

# CULTURE

Azaleas require an acid soil condition and thrive best in pure imported European peat. Dig a generous hole to insure ample room for an expanding root system, and fill with peat which has been thoroughly water-soaked. Top dress lightly with cotton-seed meal once every six weeks during growing season (May-October), and cultivate same to a depth of about one-half inch so as not to disturb the surface roots. Use no other fertilizer. It is advisable to reset plants in fresh peat every second year at end of the blooming season, when they can be easily and safely moved. They enjoy a semi-shady location, such as that afforded by the north side of a building or spreading trees, and must not be allowed to dry out.

● A well-chosen selection will give consistent bloom from February through April; during the remainder of the year they make attractive evergreens. They are very hardy and came unscathed through the 1937 record-breaking freeze without any protection.



## POTTED PLANTS

5" pans .....	50c-75c ea.
6" pans (2 yr.) .....	\$1.00-\$1.25. ea.
7" pans .....	\$1.50-\$1.75 ea.
8" pans .....	\$1.75-\$2.50 ea.

according to size and variety.

## LARGER PLANTS

In pots and tubs.....	\$3.50 and up
-----------------------	---------------

## LARGE SPECIMEN PLANTS

\$6.00 and up

New and Rare Varieties slightly higher



*Tens of Thousands of exquisite blooms in  
over 100 different shades and types.*

*Come and enjoy them.*

[OPEN SUNDAYS]

Telephones: SYcamore 4-1121

# COOLIDGE RARE PLANT GARDENS

889 North Foothill Boulevard  
East Pasadena, California

Section 562, P. L. & R.

An Invitation

